



R. J. Reynolds Tobacco Company
DORAL BOX
 NEW BRAND INTRODUCTION

Account: UNITED TOBACCO

Brand Promotion		New Doral Box	
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Allocation (cs) 4 cs Doral FFBx
 5 cs Doral LtBx
 4 cs Doral FFMBx

Payment .50 for each ctn
 allocated product
 sent to retail by
 4/5/96
 (\$15.00/6M cs)

Date Product Shipped

*Ordered 3/8/96
 for*

3/12/96
~~3/11/96~~
 2 cs Doral FFBx
 2 cs Doral LtBx
 2 cs Doral FFMBx

3/18/96
 1 cs Doral FFBx
 1 cs Doral LtBx
 1 cs Doral FFMBx

3/25/96
 1 cs Doral FFBx
 2 cs Doral LtBx
 1 cs Doral FFMBx

Promotion

Placed on all
 contract displays

.30off/pack
 prebooked & paid
 by RJR Sales Reps

POS placed in all
 stores

Product shipped to
 retail

Immediately

Payment for
 prebooked black
 lined and stickered
 product

28.00 per 12M case
 of product

51846 8414

DORAL Full Flavor, Full Flavor Menthol and Lights Box

Direct Account Fact Sheet - Live Product

Introductory Allowances - Live Product

An introductory promotional payment of \$5 per 6M case will be available on all DORAL Full Flavor Box, Full Flavor Menthol and Lights Box allocated and shipped between March 11 and April 5, 1996. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular terms on allocated purchases.

An additional \$10 per 6M case will be available on all DORAL Full Flavor, Full Flavor Menthol and Lights Box allocated and shipped from the direct account to retail between March 11 and April 5, 1996. A one-time payment will be made to the direct account on product that was shipped to retail. Payments will be issued by RJR to the direct account.

Ordering

First Ship Date: March 11, 1996

Pricing

DORAL Box styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	<u>List Price</u>	<u>Carton</u>	<u>6M Case</u>
DORAL Full Flavor Box	\$43.95/M	\$8.79	\$263.70
DORAL Full Flavor Menthol	\$43.95/M	\$8.79	\$263.70
DORAL Lights Box	\$43.95/M	\$8.79	\$263.70

Product Dimensions & Weights

	<u>Length</u>	<u>Width</u>	<u>Height</u>	<u>Cube (ft.)</u>	<u>Weight</u>
Pack	2.2047"	0.9055"	3.4055"	.004	.933 oz.
Carton	11.125"	1.875"	3.4375"	.041	10.13 oz.
6M Case	17.375"	11.3125"	11.125"	1.265	19.8 lbs.

UPC Information

	<u>DORAL FF 83 Box</u>	<u>DORAL FF Menthol 83 Box</u>	<u>DORAL Lt 83 Box</u>
Pack	12300-84099	12300-23283	12300-84199
Carton	12300-84013	12300-23284	12300-84113
6M Case	12300-84006	12300-23285	12300-84106

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